Living Labs Accelerating Innovations with Users

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Technology is changing our everyday life very fast

Technological innovations do not change the world alone

- How do we as humans want to use new opportunities enabled by emerging technologies?

- Sociotechnical challenges
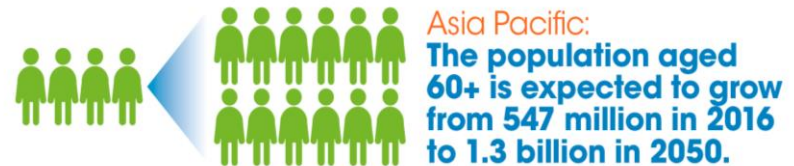
- New technologies require behavioural changes

Circumstances for older people changing

- Societies turn older
- Older individuals changing lifestyles
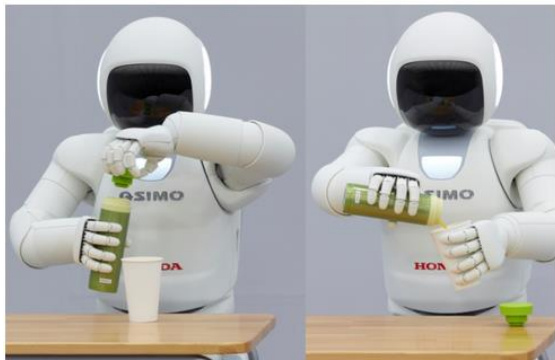- New technologies entering all domains of life

Asia Pacific:
The population aged 60+ is expected to grow from 547 million in 2016 to 1.3 billion in 2050.

Systemic challenge: Ageing in place

Monitors – motion, door, appliance, lighting monitors linked to mobile phone apps used by family or carer.
Falls – Automatic fall-alert devices, including latest Apple watch

How to master all the technology entering one's home?

Robots - can serve as a butler or companion and manage medical data, entertainment and telephony.

Living Labs to help with systemic challenges

Living Labs bring together people, public and private sector and research organisations for joint value co-creation and validation to scale up and speed up innovation and businesses.

Living Labs are connectors

Bridging the GAP

Technology   Real world

Professional knowledge   User expertise
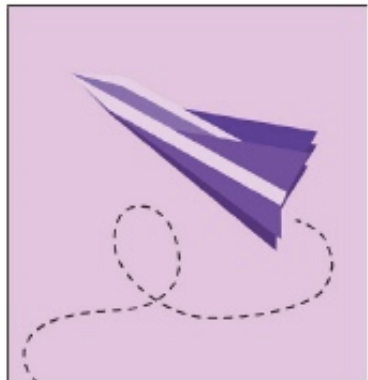
Companies   People

Private   Public

Living Labs' Innovation Activities

Pilot, experiment, get out there!

Explore

Experiment

Evaluate

Close to real life settings with real users.

Living Labs Operate Globally

Living Labs ENoLL Global Landscape

130 active Living Labs globally

Rectangular Snip

Health and Wellbeing

72 globally

12 Ageing specific

UK **2**
Europe **9**
Australia **1** *

16 Ageing themes
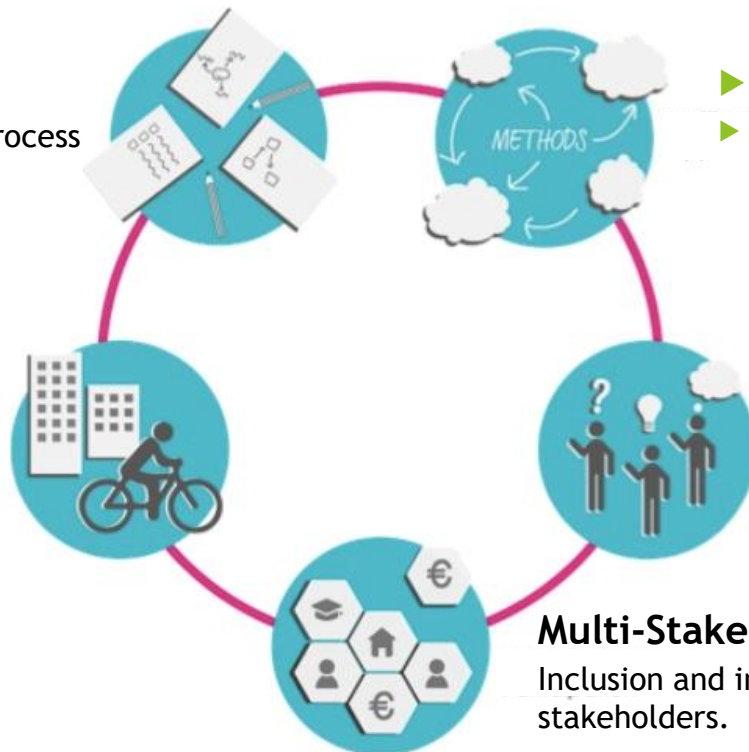
UK **2**
Europe **14**

*not including GCMA LifeLab

Living Lab – basic principles

Co-Design
Users acknowledged as valuable contributors in the development process (not as 'subjects').

Multi-method Approach
- No single approach – use, combine & customise different methods fit for purpose.

Real-Life Setting
Activities occur in settings as close to 'real-life' as possible.

User Engagement
End-users engaged throughout the development process.

Multi-Stakeholder Participation
Inclusion and involvement of all other relevant stakeholders.

FOR, WITH and BY People!

User centric innovation

LifeLab co-design case: Potato based highly nutritious food for elderly

- **User insights are revealing to the entrepreneurs**
  - "Like Mum used to make."
  - "That will be too nutritious for one meal."
- **Participants willing to contribute for good and to learn**
  - Food waste reduction theme appealing
- **Co-design with innovators and the users initiates new ways of product creation**
  - "Shall we continue in John's kitchen?"

GCMA LifeLab with University of Adelaide, Potatoes SA, COTA, TACSI, The Curious Mindset

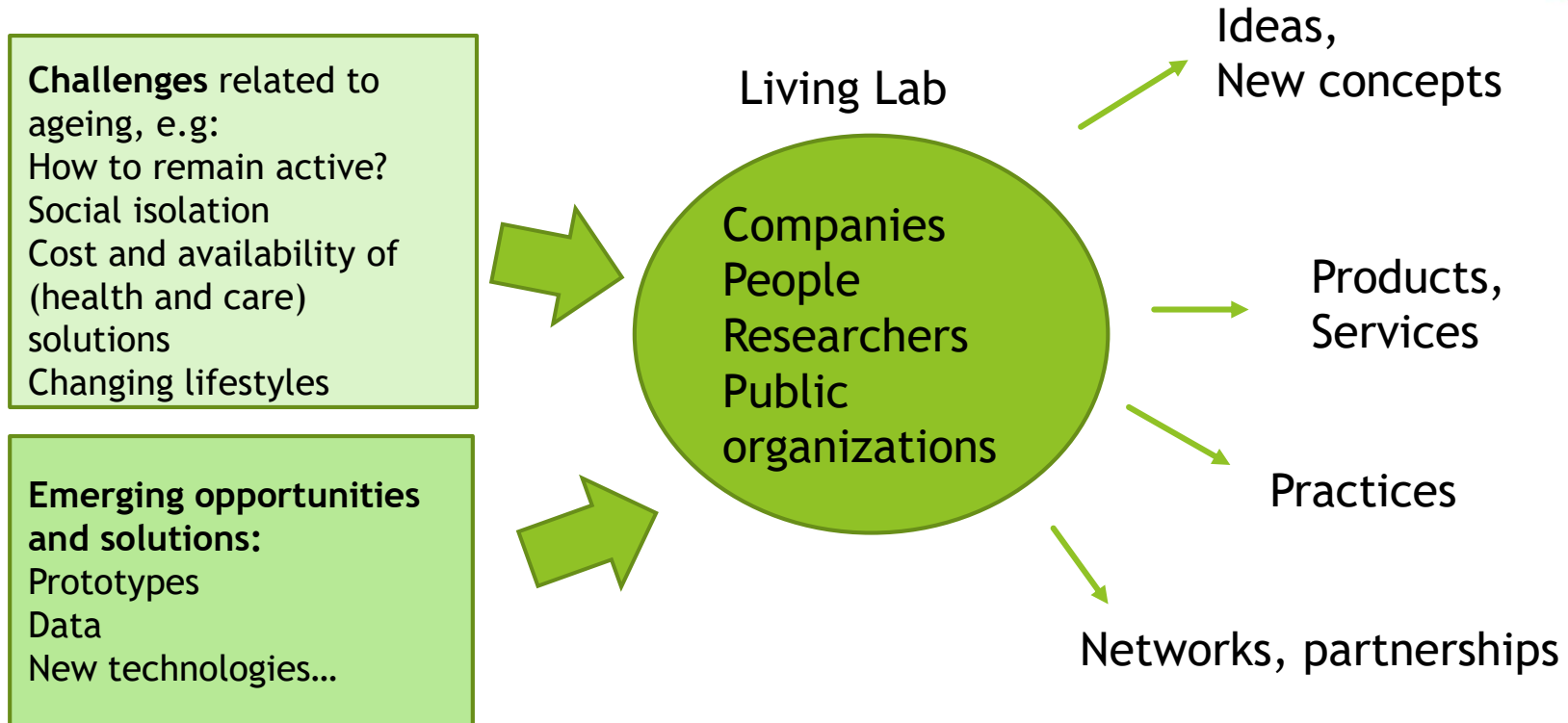# Helsinki Living Lab case: Senior Peer-to-Peer Gym

movendos

FIKSU KALASATAMA

Kuntoutussäätiö

- Engaging seniors to create and validate a new offering: senior peer-to-peer exercice model supported by a virtual personal coaching platform
- 35 seniors got to know each other and still continue exercising together in their neighbourhood

- Outcomes:
  - New business model validated with users
    - Supports local social life and active lifestyle
    - Provides opportunities for seniors to train others

Outcomes of Living Labs

Challenges related to ageing, e.g:
How to remain active?
Social isolation
Cost and availability of (health and care) solutions
Changing lifestyles

Emerging opportunities and solutions:
Prototypes
Data
New technologies...

Living Lab

Companies
People
Researchers
Public
organizations

Ideas,
New concepts

Products,
Services

Practices

Networks, partnerships

Co-creating futures

- Living Labs provide means to connect people, businesses and researchers to accelerate meaningful adoption of new technologies for everyday life.

- Living Labs aim to accelerate future solutions to market matching the real life and user needs.

About Global Centre for Modern Ageing

The Global Centre for Modern Ageing (GCMA) was established in 2018 to take Australia to the forefront of modern ageing in the world.

The Global Centre for Modern Ageing creates an ecosystem that empowers people, businesses, researchers and governments to seek and develop solutions that reflect the opportunities for modern ageing.

GCMA LifeLab @ Tonsley

LifeLab @ Tonsley is a nation-leading testing and innovation facility to co-design and validate products and services in close to "real-life" environments.

Come and work with us

1. Testbed with users!
SA as a Living Lab for ageing well –
real life trials with users

2. Innovate with users!
Ageing well innovation with
older people and companies

3.**Validate with users!**
Validating product/service offerings
for the ageing well market

Connect with us

ITAC Conference Attendee Visits

LifeLab @ Tonsley tour and meet & greet. Friday, 23 November 2018 at 9.30am

Visit our website to register   **www.gcma.net.au**

To Connect with Us

GCMA www.gcma.net.au

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https://www.nytimes.com/2018/06/20/style/instagram-grandmas.html